AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Cancel Claims 1-14 are withdrawn without prejudice and substitute for them the following new claims:

Sub B17

15 (new): A hand-held device for receiving a signal from a source for playing sounds on the hand-held device in response to received auxiliary data, the hand-held device comprising:

a receiver carried by the hand-held device for receiving the signal from the source;

a central processing unit (CPU) and other circuitry carried by the hand-held device for processing the signal received by the hand-held device and determining the existence of promotional opportunities resulting from the receipt and processing of the signal;

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a memory carried by the hand-held device and coupled to the CPU for storing the promotional opportunities; and

an advanced sound circuitry carried by the hand-held device and coupled to the CPU for playing of sounds relating to the received auxiliary data or promotional opportunities.

16 (new): The hand-held device of claim 15, wherein the signal is a composite video signal, the source is a display device and the receiver is a photosensor.

17 (new): The hand-held device of claim 15, wherein the signal is auxiliary data, the source is a decoder box and the receiver is a radio frequency receiver.

18 (new): A method for unlocking a sound preset within a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal containing auxiliary data from the source to the hand-held device;

receiving the signal on the hand-held device via the receiver;

processing the received signal on the hand-held device; and

selectively unlocking the pre-stored sound on the hand-held device based on the reception of the auxiliary data received via the signal.

19 (new): The system of claim 18, wherein the source is a display device and the receiver is a photosensor.

20 (new): The system of claim 18, wherein the source is a decoder box and the receiver is a radio frequency receiver.

21 (new): A method for providing a viewer of a video presentation with an opportunity to purchase an object relative to the video presentation via use of a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal from the source to the hand-held device at discrete times during the video presentation;

receiving the signal on the hand-held device via the receiver;

processing the received signal on the hand-held device;

providing the viewer with the opportunity to purchase the object using the hand-held device based on the processing of auxiliary data received via the signal.

22 (new): The system of claim 21, wherein the signal is a composite video signal, the source is a display device and the receiver is a photosensor.

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23 (new): The system of claim 21, wherein the signal is auxiliary data, the source is a decoder box and the receiver is a radio frequency receiver.

24 (new): The system of claim 21, wherein the signal is a composite video signal and the auxiliary data, the source is a display device and a decoder box, and the receiver is a photosensor and a radio frequency receiver, the combination of which enables reception of the composite video signal and the auxiliary data in various locations.

B2 cont

26 (new): A method for visually transmitting auxiliary data from a monitor of a computer system to a hand-held device with an optical detector, the method comprising:

manipulating the hand-held device so that the optical detector of the device is oriented toward the monitor;

selectively initiating the execution of an application program available on the computer system that broadcasts a visual image on the monitor signifying presence of the auxiliary data;

receiving the auxiliary data on the hand-held device via the optical detector;

providing promotional opportunities to a user of the hand-held device from reception of the auxiliary data..

27 (new): The method of claim 26, wherein the application program is stored on the computer system in the form of a dynamic link library.

B1 cont

28 (new): A method for broadcasting auxiliary data discernible in a visible image on a monitor of a computer system, the method comprising:

downloading an application program to the computer system;

installing the application program on the computer system;

A8 cont

running the application program on the computer system such that a visible image is presented on the display of the refreshable monitor;

detecting the horizontal scan frequency of the monitor; and

visually presenting the auxiliary data on the monitor.

29 (new): The method of claim 28, wherein the application program is a dynamic link library file.

30 (new): A system for providing promotional opportunities to a user of a hand-held device by use of signals and auxiliary data from a display device and a radio signal source, the system comprising:

a decoder box for with means for receiving signals from the display device or radio signal source, transmitting auxiliary data to the hand-held device, and providing the user with feedback on the auxiliary data received and processed on the hand-held device;

the hand-held device for receiving auxiliary data, the hand-held device comprising:

B' cont

(a) a photosensor carried by the hand-held device for receiving the auxiliary data directly from the display device;

(b) a radio frequency receiver carried by the hand-held device for receiving the auxiliary data transmitted from the decoder box and from the radio signal source;

(c) a decoding means on the hand-held device for decoding the received auxiliary data;

Cont

(d) a central processing unit and circuitry carried by the hand-held device for processing the auxiliary data received by the hand-held device and providing the user with promotional opportunities based on the receipt of the auxiliary data;

(e) a memory carried by the hand-held device and coupled to the central processing unit for storing promotional opportunities;

(f) a visual display carried by the hand-held device and coupled to the central processing unit for providing the user visual notice of the promotional opportunities available to the user via use of the hand-held device;

(g) sponsor information on the enclosure of the hand-held device for providing the user with visual notice of the company responsible for providing the user with use of the hand-held device;

(h) a control member carried by the hand-held device and coupled to the central processing unit, photosensor, and radio frequency receiver to provider user selection the signal source of the auxiliary data;

(i) advanced sound circuitry coupled to the central processing unit to provide the user with advanced sounds based on the receipt of auxiliary data;

(j) sound coordination circuitry coupled to the central processing unit to provide the user with means to communicate with other devices so as to provide a coordinated sound performance;

(k) an aiming indicator to indicate to the user that auxiliary data is being received by the hand-held device; and

(l) an input-output means coupled to the central processing unit to connect the hand-held device to a computer or computer-like device.

31 (new): An electronic multi-use card for the redemption of promotional opportunities, said electronic multi-use card comprising:

a microprocessor embedded in the card;

memory electronically connected to the microprocessor;

visual display electronically connected to the microprocessor and the memory;

user interaction means electronically connected to the microprocessor, the memory, and the visual display;

a photodetector, said photodetector being electronically connected to the microprocessor and the memory, the photodetector being capable of detecting light from a conventional bar code scanner; and

laser detection triggering means electronically connected to the photodetector.

B1 cont

32 (new): A method for the redemption of promotional opportunities, the method comprising:

providing an electronic multi-use card, the electronic multi-use card having a visual display means, a photodetector and barcode detection triggering means;

pointing the electronic multi-use card at a video display;

B8 cont

receiving electronic value data by the electronic multi-use card from the video display;

storing of the electronic value data on the electronic multi-use card;

transporting the electronic multi-use card to a point of sale, the point of sale having associated therewith a computer system with a barcode scanner;

viewing the electronic value data in the visual display means and simultaneously activating the barcode detection triggering means on the card relative by use of the barcode scanner; and

entering the point of sale the promotional opportunities into the computer system.

33 (new): A hand-held device for receiving composite video signals and auxiliary data in multiple locations from a radio broadcast source and a display device, the hand held device comprising:

a microprocessor;

circuitry electronically coupled to the microprocessor;

B1 cont

a radio frequency receiver electronically coupled to the microprocessor, wherein the radio frequency receiver receives auxiliary data transmitted from the radio broadcast source; and

an optical detector electronically coupled to the microprocessor, wherein the optical detector receives composite video signals from the display device.

a8 cont.

34 (new): The hand-held device of claim 34 further comprising a memory carried by the hand-held device for storing auxiliary data.

35 (new): The hand-held device of claim 34 further comprising a discrimination circuitry electronically coupled to the microprocessor for discriminating the auxiliary data contained within the composite video signals.

36 (new): The hand-held device of claim 34 further comprising a visual display electronically coupled to the microprocessor for notifying a user of the hand-held device of a promotional opportunity received as a result of the auxiliary data.